

INVOICE



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

Greer Margolis Mitchell Burns
Attention: Accounts Payable
1010 Wisconsin Ave, Suite 800
Washington, DC 20007

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
936597-2	08/05/12	August 2012	07/30/12 - 08/02/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
Obama/D/President	OBAMA FOR AMER SKED	1507

Flight Dates	Order #	Alt Order #
07/25/12 - 08/07/12	936597	06252898

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856	95	101

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
9	07/30/12	08/02/12	WPBF News 25 Mornings	5:30-5:57am	MTWT---	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	07/30/12	08/05/12	MTWT---				1	\$225.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Tu	07/31/12	5:55 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	OFA-12-G-082H	\$225.00	NM	
22	07/30/12	08/02/12	THE CHEW	1P-2P	MTWT---	:30	2	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	07/30/12	08/05/12	MTWT---				2	\$225.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF M	07/30/12	1:56 PM	THE CHEW	1P-2P	:30	OFA-12-G-082H	\$225.00	NM	
2 WPBF Tu	07/31/12	1:57 PM	THE CHEW	1P-2P	:30	OFA-12-G-082H	\$225.00	NM	
23	07/30/12	08/02/12	10-11a Anderson Cooper	10-11a	MTWT---	:30	2	\$200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	07/30/12	08/05/12	MTWT---				2	\$200.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF W	08/01/12	10:19 AM	10-11a Anderson Cooper	10-11a	:30	OFA-12-G-082H	\$200.00	NM	
2 WPBF Th	08/02/12	10:49 AM	10-11a Anderson Cooper	10-11a	:30	OFA-12-G-082H	\$200.00	NM	
24	07/30/12	08/02/12	The View	11A-12PM	MTWT---	:30	2	\$575.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	07/30/12	08/05/12	MTWT---				2	\$575.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WPBF M	07/30/12	11:00 AM	The View	11A-12PM	:30	OFA-12-G-082H	\$575.00	NM	
1 WPBF W	08/01/12	10:58 AM	The View	11A-12PM	:30	OFA-12-G-082H	\$575.00	NM	
25	07/30/12	08/02/12	Jimmy Kimmel	12:06-01:06AM	MTWT---	:30	1	\$75.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	07/30/12	08/05/12	MTWT---				1	\$75.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Th	08/02/12	12:37 AM	Jimmy Kimmel	12:06-01:06AM	:30	OFA-12-G-082H	\$75.00	NM	
26	07/30/12	08/02/12	1230-1P Access Hollywood	1230-1p	MTWT---	:30	2	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	

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Invoice #	Invoice Date	Invoice Month	Invoice Period
936597-2	08/05/12	August 2012	07/30/12 - 08/02/12
Advertiser	Product	Estimate Number	
Obama/D/President	OBAMA FOR AMER SKED	1507	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
26	07/30/12	08/02/12	1230-1P Access Hollywood	1230-1p	MTWT---	:30	2	\$225.00	NM
Class of Time - Pre-emptible with notice									
	07/30/12	08/05/12	MTWT---				2	\$225.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	07/31/12	12:47 PM	1230-1P Access Hollywood	1230-1p	:30	OFA-12-G-082H	\$225.00 NM
1	WPBF	W	08/01/12	12:41 PM	1230-1P Access Hollywood	1230-1p	:30	OFA-12-G-082H	\$225.00 NM
27	07/30/12	08/02/12	WPBF News 25 @ Noon	12pm-1230pm	MTWT---	:30	2	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/30/12	08/05/12	MTWT---	2	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	07/30/12	12:25 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	OFA-12-G-082H	\$275.00 NM
2	WPBF	Tu	07/31/12	12:24 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	OFA-12-G-082H	\$275.00 NM
28	07/30/12	08/02/12	WPBF News 25 @ 5am	5-530am	MTWT---	:30	2	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/30/12	08/05/12	MTWT---	2	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	W	08/01/12	5:23 AM	WPBF News 25 @ 5am	5-530am	:30	OFA-12-G-082H	\$175.00 NM
1	WPBF	Th	08/02/12	5:09 AM	WPBF News 25 @ 5am	5-530am	:30	OFA-12-G-082H	\$175.00 NM
29	07/30/12	08/02/12	M-F 5pm News	5-6pm	MTWT---	:30	2	\$475.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/30/12	08/05/12	MTWT---	2	\$475.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	07/30/12	5:09 PM	M-F 5pm News	5-6pm	:30	OFA-12-G-082H	\$475.00 NM
2	WPBF	W	08/01/12	5:22 PM	M-F 5pm News	5-6pm	:30	OFA-12-G-082H	\$475.00 NM
30	07/30/12	08/02/12	WPBF News 25 @ 6:00PM	6-6:30PM	MTWT---	:30	2	\$625.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/30/12	08/05/12	MTWT---	2	\$625.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	07/30/12	6:21 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	OFA-12-G-082H	\$625.00 NM
2	WPBF	Tu	07/31/12	6:21 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	OFA-12-G-082H	\$625.00 NM
31	07/30/12	08/02/12	Good Morning America	7-9AM	MTWT---	:30	2	\$475.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/30/12	08/05/12	MTWT---	2	\$475.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	07/31/12	8:46 AM	Good Morning America	7-9AM	:30	OFA-12-G-082H	\$475.00 NM
2	WPBF	W	08/01/12	7:29 AM	Good Morning America	7-9AM	:30	OFA-12-G-082H	\$475.00 NM
32	07/30/12	08/02/12	Dr. Oz M-F 9-10a	9-10a	MTWT---	:30	2	\$250.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/30/12	08/05/12	MTWT---	2	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	07/30/12	9:54 AM	Dr. Oz M-F 9-10a	9-10a	:30	OFA-12-G-082H	\$250.00 NM
1	WPBF	Th	08/02/12	9:24 AM	Dr. Oz M-F 9-10a	9-10a	:30	OFA-12-G-082H	\$250.00 NM
33	07/30/12	08/02/12	GOOD AFTERNOON AM2-3p		MTWT---	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/30/12	08/05/12	MTWT---	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers

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<u>Invoice #</u> 936597-2	<u>Invoice Date</u> 08/05/12	<u>Invoice Month</u> August 2012	<u>Invoice Period</u> 07/30/12 - 08/02/12
<u>Advertiser</u> Obama/D/President	<u>Product</u> OBAMA FOR AMER SKED	<u>Estimate Number</u> 1507	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
33	07/30/12	08/02/12	GOOD AFTERNOON AM2-3p		MTWT---	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WPBF	W	08/01/12	2:36 PM	GOOD AFTERNOON AMERICA	2-3p	:30	OFA-12-G-082H	\$350.00 NM
<u>Total Spots</u>							23		

Payment Terms 30 Days

<u>Gross Total</u>	\$7,650.00
<u>Agency Commission</u>	\$1,147.50
<u>Net Amount Due</u>	\$6,502.50